



EL CAJON BOULEVARD
BUSINESS IMPROVEMENT ASSOCIATION
MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING
Thursday, March 20th, 2025 – 9 AM

Present: ECB BIA Staff: Tootie Thomas, Steve Aldana, Alexandra Espejel, Sergio Oaxaca, Sam Potters
ECBBIA Board: Jackie O'Connor, Luke Nguyen, Julie Tran, John O'Connor, Peter O, Julian, Eddie
Attendees: Logan Braydis, Jonathan, Lynn Elliot, Serafina Marquez, Viridiana Quintana, Francisco Peralta Vargas, Jason Weisz, Jessica, John Loggins, Randy Reyes, Cesar Solis

I. Call to Order/Introductions/Speakers – at 9:00 AM John O'Connor, President

- Introductions
- Elected Officials updates
 - Jason Weisz
 - Following the restraining order conversation, Tootie mentioned to Jason about our situation with the individual who messes with the median, even went to jail several times and has a restraining order against him
 - Real ID getting enforced
 - Logan Braydis (D3)
 - Passport renewals - passport pop up hillcrest Friday April 4th 10-4pm
 - Randy Reyes - City Representative
 - Cals encampment issue, state jurisdiction to reform the process to help cities and Cal trans to work together to help clean them up
 - City of SD is supporting the bill being introduced
 - In April a proposed budget there will be a budget introduced and hopefully by June a more finalized budget will be out
 - 250 million deficit
 - Jackie asked Randy how to report an encampment, Randy said it is reported through cal trans or tell your representative to get guidance
 - Tootie added a question to "Ask the mayor a question" The question was "What is DEI and why is it important to San Diego?"
 - Officer Hall (SDPD)
 - Jason has been working on a lot of good work
 - El Cid reached out to officer hall in order to get a restraining order on an individual, it is time consuming and costs money
 - File a crime report if you see the person
 - Jackie brought up that it would be nice to have a block restrict him from harassing these businesses at 2900
 - Viridiana Q (Economic Development)
 - April 14th or 15th to give public comment
 - Public hearing May 12 or the 15th but dates are tentative
 - BID's were allocated funds from the state
 - Cesar Solis
 - A few topics they'll be focusing on tariffs, research trials cut,
 - Federal issues with processing because of staff getting cut

- Military cuts going in like contractors
- Public Comment
 - None

Action Item:

Boulevard Office Lease - increase in rent means we are looking for more options in office spaces

We looked at Little Saigon to connect with the community there

Form 700 - April 1st 2025

II. Proposed Motions:

- Motion to approve Financials for January 2024 - 1st Julian 2nd Peter - Unam
- Motion to approve Minutes for September - 1st Julie 2nd Peter unam

III. Hubs

- **Hubs - Scheduling Meetings**
 - **West End**
 - NP Festival of Beers - April 5th 12-4PM
 - **30ECB -**
 - Mardi Gras Recap - 2025
 - We gained a new partner because of this event
 - **Central -**
 - Colabo Arts - Elton John & Friends
 - Torque Coffee - Coffee Workshop
 - East End
 - Brick 95 Pop Up - March 29 9-1PM

IV. Committee Reports - Information Items

Executive - John

- Bringing back and updating our budget/dashboard for grants
 - They are pretty complicated
- FY26 Budget is worked and will be presented at next meeting

BID Alliance- Jackie O'Connor

- Skipped, Jackie wasn't here

Promotions - C. Perez, Chair, Staff

- Coffee Tour - March 31st and moving into our ale trail
 - It will be the same deal as our coffee tour
 - Great way for people to try new things
- QT Tuesday is every Tuesday and working on Miss Mid-City
- Earth Day/Arbor Day festivities - Partners and new trees
 - Bringing back Beryl for these events to help out with all things arbor
 - 12 trees from sgd&e is no longer happening but the rest will be from our MAD budget

Economic Development- John O'Connor, chair

- A2C - Sergio
 - Helping out Golden Days to get storefront improvement
 - Gilly's is also looking to get more info for storefront improvements
 - Checking in with Brick 95 just to see if they will need any civic assistance
 - Gustavo reached out to Sergio about getting small loan reach out 10, 25~67k
 - Tootie reiterated how important those small loans can be for businesses
- City - Boulevard Developers Tour
 - Meeting with potential partners at the moment
- Mid City Community Plan - March 19th Meeting
 - Tootie thinks it's important that the community should be notified if something like storage spaces go into a community
 - Historic preservation

- Identifying assets, over 45 is the norm, if any other issues the community thinks needs to be addressed
- Next meeting will be in June, land use, and zoning
 - BLVD can help by looking what what is proposed

Design/Parking- *P Gillette/T Thomas, co-chairs – Aldana, staff*

- Median Sculpture Planters & Dedication
 - Dreamcatcher celebration for the last day Arbor Events
- A bunch of trees and location waiting to be approved
- Mid City Community Parking District FY26 Budget
 - Proposed Changes to council policy 100-18
 - 45% is what they say they give but the BIA receives 86k out of 400k
 - We are pushing back on any budget cuts
- Mid City GO, a free rideshare

Old/New Business

- None

Adjournment- Adjourn 10:19AM